

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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## The 1950 Convention

A daily and hourly "Schedule of Principal Events of the 1950 Convention" is presented, for the first time, in this issue, page 342. As program planning progresses further, other events and the locations of all events will be added to this schedule.

## Government Should 'Referee' But Not 'Play,' Campbell Says

Government should confine itself to the role of referee and not get into the game of business competition on either side, N.C.A. Secretary Carlos Campbell told Pennsylvania canners this week.

In an address before the 35th annual convention of the Pennsylvania Canners Association, at Harrisburg, November 21, Mr. Campbell compared the play of competition to a football game in which the "rules are designed to give each of the competing teams the same advantage on the field," with the Government as referee.

"The Government," he observed, "is sometimes not content with the role of referee but wants to get into the game

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## Reorganization Conference

The Citizens Committee for Reorganization of the Executive Branch of the Government will hold a "National Reorganization Conference" in Washington, December 12-13, for the purpose of formulating and implementing plans whereby the public can be informed about problems involved in the realization of recommendations of the Hoover Commission.

Outstanding students and representatives of government will discuss a variety of subjects, including "Simplifying the Structure of the Department of Agriculture," "Coordinating Our Natural Resources Program," "The Role of the Citizen in Reorganization" and "Role of Congress in Reorganization."

Reservations are being made by the Citizens Committee, which has offices at 1346 Connecticut Ave., N.W., Washington 6, D. C.

## Association Program Outlined On Food and Drug Tolerance Hearings

Plans are rapidly crystallizing for the participation of the Association in the forthcoming administrative hearings scheduled to begin on January 17, 1950, for the promulgation of regulations containing tolerances for insecticide residues on fresh fruits and vegetables marketed either for fresh shipment or processing. Although nominally these hearings will be directed toward the establishment of tolerances to be permitted in the interstate "marketing" of fruits and vegetables, the Food and Drug Administration has indicated its belief that the regulations may cover residues on fruits and vegetables purchased or shipped for processing.

The Association, through its Raw Products Bureau and its Research Laboratories, with the advice of Association Counsel, has arranged to participate in these hearings to safeguard the interests of the canning industry. A three-point program has been outlined as follows:

(1) Association Counsel will be present at the entire hearing on behalf of the canning industry;

(2) the Association staff will evaluate all available evidence presented on the use of the various pesticides and insecticides in the growing of canning crops; and

(3) a factual report of progress of the hearing will be reported to the canning industry through the INFORMATION LETTER, with particular emphasis upon those aspects which might bear on its operations.

Tentative arrangements have likewise been made for the presentation at an appropriate time of all coordinated evidence which the industry believes should be included. Recently the Food and Drug Administration issued a tentative program indicating that the proceeding will be divided

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## M-81 To Be Revoked

Conservation Order M-81, which since February, 1942, has limited the use of tin in can manufacture, is scheduled to be revoked December 1 in accordance with action announced in August by the Commerce Department.

## Canners Should Express Views On Legislation, Says Heiney

"Federal Legislation in the Making" was described by Robert B. Heiney, Assistant to the Secretary of N.C.A., in a principal address November 21 before the annual convention of the Iowa-Nebraska Canners Association in Des Moines.

Mr. Heiney described how a proposal to change the Federal statutes is written into legislative form and then cited the various stages of consideration through which a bill must pass if it is to become law.

He emphasized that a Senator or Representative "is guided more by the desires expressed by his constituency than he is by any Committee report or the arguments presented at any Committee hearing, or by the policy set

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## Third Round of Tariff Cuts

The United States will participate next year in a "third round" of negotiations for mutual tariff and other trade-barrier reductions under the General Agreement on Tariffs and Trade, according to a State Department announcement, the first formal notice of such intentions.

Public notice of intention to negotiate will be given next spring and will be accompanied by a list of products on which the U. S. will consider making tariff concessions. Negotiations will open in September, 1950.

## SCHEDULE OF PRINCIPAL EVENTS OF THE 1950 CONVENTION

(Details Announced to Date: Subject to Revision)

### National Food Sales Conference

January 24-27

(Jointly sponsored by N.C.A. and N.F.B.A.)

Sunday, January 22

All day—Registration of National Food Brokers Association

Monday, January 23

9:30 a.m. and 2 p.m.—Business meetings of N.F.B.A.

Tuesday, January 24

All day—Sales meetings—brokers, buyers, and sellers  
7 p.m.—Annual N.F.B.A. Banquet

Wednesday, January 25

All day—Sales meetings—brokers, buyers, and sellers

Thursday, January 26

All day—Sales meetings—brokers, buyers, and sellers  
12:30 p.m.—Luncheon meeting of N.C.A. Administrative Council

12:30 p.m.—Luncheon meeting of National Meat Canners Association

4:30 p.m.—Meeting of N.C.A. Legislative Committee

6:30 p.m.—Dinner for State Secretaries

Friday, January 27

All day—Sales meetings—brokers, buyers, and sellers

9 a.m.—Meeting of N.C.A. Nominating Committee

10 a.m.—Executive session of N.C.A. Board of Directors

2 p.m.—Open session of N.C.A. Board of Directors

7 p.m.—Young Guard Banquet

... Canning Machinery and Supplies Exhibit

### Food Congress on Production

January 28-31

(Jointly sponsored by N.C.A. and C.M.&S.A.)

Saturday, January 28

9:30 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit

10 a.m.—General Session of N.C.A.

2 p.m.—N.C.A. Canning Problems Conference

2 p.m.—N.C.A. Raw Products Conference

2 p.m.—N.C.A. Fisheries Conference

4 p.m.—Joint N.C.A. Session on Food and Drug hearings

6 p.m.—Dinner meeting of N.C.A. Raw Products Committee

7 p.m.—Annual Dinner Dance under auspices of Canning Machinery & Supplies Association

8 p.m.—N.C.A. Raw Products Smoker

Sunday, January 29

9 a.m.—N.C.A. Raw Products Conference

10 a.m.—Meeting of N.C.A. Research Advisory Committee

1-6 p.m.—Canning Machinery and Supplies Exhibit

2 p.m.—General Session of N.C.A.; installation of officers

7 p.m.—Old Guard Dinner

8:30 p.m.—Entertainment by Sigmund Romberg, sponsored by C.M.&S.A.

Monday, January 30

9 a.m.—Special Corn Meeting, joint sponsorship of N.C.A., Corn Canners Service Bureau, and the National Committee of Independent Corn Canners

9:30 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit

10 a.m.—Miscellaneous N.C.A. Technical Sessions

## PUBLICITY

### Interest in Food Labeling

The influence of "consumer education" in the public schools and colleges magnifies the importance of packaging and informative labeling, it is pointed out by Secretary Carlos Campbell in an article in the *New York Journal of Commerce*.

The article appeared in the "Annual Food Manufacturers' Convention Number" on November 14. It describes how the "consumer movement" of the thirties and early forties has resulted in new courses of education designed "to equip American youth to secure the greatest benefits and satisfactions from their incomes when they enter life's activities on their own."

(The *Buyer's Guide*, issued by the National Association of Secondary

School Principals, repeatedly points to labels as a source of useful, practical and reliable facts about their products. The *Buyer's Guide* devotes two sections to canned foods (see *INFORMATION LETTER* of October 22, page 319).)

Mr. Campbell's article concludes:

"Already label reading is widely fostered in consumer education. This book will undoubtedly sharpen and greatly extend such instruction.

"The growing effects of inquisitive shopping tendencies due to 'consumer education' are materially potent and cannot be overlooked by either the producer in his packaging and labeling or by the retailer in his selection of stocks which he expects to 'sell themselves.'

"The canning industry and its distributors are fortunate in being well prepared to meet the labeling requirements of modern merchandising and the rapidly growing influence of consumer education. The standardized descriptive labeling developed jointly

by the canners and distributor associations is growing substantially in use on canned food labels. Its benefits for the individual canner and distributor are recognized because it well meets the requirements of modern merchandising and the cumulative and accumulating influence of consumer education."

## DEATH

### Dr. G. M. Dorrance

Dr. George Morris Dorrance, 72, chairman of the board of the Campbell Soup Co., Camden, N. J., died at his home in Philadelphia on November 21.

He was the brother of the late Dr. John T. Dorrance and the late Arthur C. Dorrance, Sr., both of whom served terms as president of the firm.

## Campbell at Pennsylvania

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and play. It may not carry the ball for the side it favors, but frequently does a lot of effective blocking and thus interferes with, rather than referees, the operation of the rule of competition."

Examples of Government joining in the team play to give one side an advantage over the other that Mr. Campbell cited are support prices for farmers and guarantees of wages for laborers that do not always represent the productivity of labor.

"The canning industry has not asked for nor is it willing to accept government assistance in its competitive job. Cannerymen have abided by the rules and can be proud of results that have benefited the farmer who grows the product for canning, the laborer who helps process it, and have steadily increased the well-being of the vast army of consumers of canned foods," he said.

Partial text of Mr. Campbell's remarks follows:

"Prices of canned fruits and vegetables in retail stores today are relatively lower than for any time during the past 25 years. Retail prices of canned fruits and vegetables have been published by the Bureau of Labor Statistics from 1923 to date. During the 25-year period retail prices of canned fruits and vegetables have fluctuated as have the prices of all other foods, and the prices of the other cost-of-living necessities, as everyone knows.

"It is difficult to analyze the changes in prices during the past quarter century without taking into account the changes in the value of money. Prices as of today, expressed in dollars which are generally recognized to be worth only about half what they were before the war, would not give a correct picture. On the other hand, when the prices for each of the last 25 years have been converted to dollars of equal purchase value, it will be found that there has been a general downtrend in the retail prices of canned fruits and vegetables. And most striking of all is the fact that the average prices reported by the Bureau of Labor Statistics for 1949 were lower, in terms of a standardized dollar value, than those of any previous year of the last quarter century.

"These consumer benefits have not been at the expense of labor employed in the canning industry, nor at the expense of the farmer who grew and supplied the raw product. In fact, both labor and the farmer are today getting a much larger share of the product of the industry than before the war. Wage rates in the canning industry during the 1949 packing season were more than 2½ times the

average hourly rate paid during the five-year period 1935-39, according to the reports of the Bureau of Labor Statistics.

"Farmers who have produced fruits and vegetables for canning have likewise received in recent years a much larger share of the finished canned product than before the war. The weighted average price paid farmers for the principal fruits and vegetables for 1949 was about double that of the prewar period. Had the growers been paid in cans of fruits and vegetables packed from their crops rather than in money they could have taken home from this season's pack between ⅓ and ½ more than they would have received from a ton of raw produce delivered to the cannery before the war.

"Some may conclude that the canning industry's record could have been made only by taking these benefits out of profits. An official survey by OPA auditors, however, disclosed that cannerymen's profits average extremely low and this fact has been corroborated in a special study made by Dr. Neil Carothers of Lehigh University. The facts are, that in order to survive in this highly competitive industry, cannerymen have developed steadily increasing efficient methods of production the benefits of which have been passed on to consumers and others in the industry rather than retained as profits.

"The canning industry, therefore, has a record of contribution to the nation's economy and the welfare of consumers—a record that will measure up to that of other industries some of which have been more favorably situated. It is a record that demonstrates the effectiveness of a competitive system when allowed to operate without too much interference."

Copies of a press release highlighting these portions of Mr. Campbell's address were sent by the N.C.A. to 124 dailies, 180 weeklies and bi-weeklies, 33 trade papers, and to the national newspaper wire services, and copies were made available for distribution to the working press covering the Pennsylvania meeting.

## CONVENTION

### NFBA Banquet Entertainment

The Columbia Broadcasting System will cooperate with the National Food Brokers Association in arranging an evening of all-star entertainment at the N.F.B.A. Banquet at the 1950 Convention, it was announced this week.

CBS will provide entertainment by some of the big stars in the field. The Banquet will be held in the Grand Ballroom of the Atlantic City Auditorium, Tuesday evening, January 24.

## PERSONNEL

### Pennsylvania Cannery Assn.

The Pennsylvania Cannery Association elected the following officers this week at the association's annual convention.

President—D. E. Winebrenner, III, D. E. Winebrenner Co., Inc., Hanover; vice presidents—J. W. Fullerton, Hanover Canning Co., Hanover; Ralph E. Arnold, Knouse Foods Cooperative, Inc., Peach Glen (reelected); and Chas. H. G. Sweigart, Keystone Mushroom Co., Inc., Coatesville (reelected); and secretary-treasurer—Wm. A. Free, York (reelected).

### Assn. of Pacific Fisheries

The Association of Pacific Fisheries elected the following officers for 1950 at its convention last week:

President—E. M. Brennan, P. E. Harris & Co., Seattle; first vice president—Vance F. Sutter, Fidalgo Island Packing Co., Seattle; second vice president—J. A. Green, Pacific American Fisheries, Inc., South Bellingham, Wash.; third vice president—E. W. Thompson, Columbia River Packers Association, Inc., Astoria, Ore.; fourth vice president—Aubin R. Barthold, Alaska Packers Association, Seattle; and secretary-treasurer—E. D. Clark, Seattle (reelected).

### GMA Officers

The Grocery Manufacturers of America, Inc., elected the following officers this week:

President—Paul S. Willis, New York (reelected); first vice president—W. H. Vanderploeg, Kellogg & Co.; second vice president—Walter R. Barry, General Mills, Inc.; third vice president—O. E. Jones, Swift & Co.; secretary—Talbot O. Freeman, Pepsi-Cola; and treasurer—B. E. Snyder, R. B. Davis & Co.

### W. T. Pentzer Heads Research

Wilbur T. Pentzer, a plant physiologist, has been named head of research on handling, transportation, and storage of fruit and vegetable crops in the Bureau of Plant Industry, Soils, and Agricultural Engineering, USDA. He has been in charge of the Bureau's laboratory at Fresno, Calif., for the past 20 years.



## MEETING

### Food Industry Sanitarians

The Association of Food Industry Sanitarians will hold its annual meeting and conference at the Casa del Rey Hotel, Santa Cruz, Calif., November 29-30. The program lists qualified speakers on subjects covering a number of sanitation practices.

### FDA Tolerance Hearings

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into five divisions for the receipt of evidence. These are:

"(1) Testimony with respect to facts bearing on the necessity for using pesticides and insecticides for the control of pests;

"(2) Testimony as to which of such pesticides and insecticides are poisonous or deleterious;

"(3) Testimony on the consumption of fruits and vegetables on which such pesticides and insecticides are used and other ways in which consumers may be affected by the same;

"(4) Testimony on the quantity of such added pesticides and insecticides that can be tolerated; and

"(5) All other relevant material not covered in any of the preceding subdivisions."

In view of the indirect yet broad interest of the canning industry in these initial hearings, it has been arranged that the canning industry testimony may be presented in one block at one time under subdivision (5) toward the end of the hearing.

This arrangement does not foreclose the necessity for participation by Association representatives and Counsel in the entire hearing in order that the proceedings may be followed in detail and the interests of canners protected.

In addition, many canners may desire to call to the attention of their growers the program outlined by FDA in connection with these hearings and the necessity for data being presented with respect to all pesticides or insecticides currently in use. It is anticipated that in the absence of any evidence showing the necessity for using a particular pesticide or insecticide, it will receive no consideration in the later stages of the hearing, and no tolerances will be issued.

#### Note to Canners Who Are Also Growers

The first part of the hearing will be devoted to the necessity for using pesticides or insecticides in the efficient and economical production of various crops. Primarily the burden in this part of the hearing is upon the growers and

grower representatives, including the Department of Agriculture and State Experiment Stations. Canners who in whole or in part grow their own crops may have considerable interest in these first sessions, which will be devoted to proving the necessity or need for specific insecticides to produce a certain crop economically. While the Association does not plan directly to deal with the agricultural or horticultural use and necessity for various pesticides and insecticides, its services and that of its Counsel are available to assist any canner-grower, or group of growers associated with canners, in arranging to present their own data on this point. Therefore, canners who have acquired experience in the use of the newer insecticides in the production of their own crops and who are planning to present such evidence are urged to communicate with Dr. Charles H. Mahoney, Raw Products Bureau, at the Association's Washington headquarters.

### Heiney at Iowa-Nebraska

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forth by his national party leaders."

The role played by N.C.A., he said, is to advise the membership of bills that may affect the industry directly, to keep the membership informed on the progress of such bills, and, when directed by the Board of Directors or pursuant to established policy, to arrange for the presentation of the views of the industry at Congressional hearings.

"But we cannot take the place of the individual canner in expressing his own opinion to his Senators or

Congressmen, nor do we ever try to do so," Mr. Heiney declared. "Our function and our value to you, the canner, lies in our ability to keep you accurately informed of the content and the progress of legislation and the effect it will have on you and your business.

"In this way we can and do help you in representing your industry and in maintaining our free competitive society. To date, the industry has been successful. Canning is recognized as one of the most highly competitive businesses in the world. That high degree of free competition has resulted in benefits to farmers, labor, consumers, and to you as businessmen. A proper balance in our economy has been maintained.

"You can only continue to maintain it by constantly and energetically conveying to those who represent you the views and opinions you hold."

## STATISTICS

### Canned Baby Food Statistics

Details of the canned baby food supply, stock and shipment situation, as reported by the Association's Division of Statistics, are presented below:

	1948 1949	
	(thousands of dozens)	
Canner stocks, Jan. 1	49,687	53,782
Pack, Jan. through Oct.	99,285	99,172
Total supply	148,972	152,954
Canner stocks, Nov. 1	42,216	49,516
Canner shipments, Oct.	11,657	9,519
Canner shipments, Jan. through Oct.	166,762	168,488

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